Abstract With Markups:

~~This invention comprises (a) generating a request for said character set by a client of a character-generating server, (b) sending said request by said client to said character-generating server, (c) generating a pseudo random number required by said character generator; (d) sending said pseudo random number to said character generator; (e) generating a character for said character set by said character generator, (f) sending said character set along with a related key by said character-generating server to said client; (g) sending said character set along with said related key to a target server, said target server connecting to said character-generating server through said network interface, (h) sending said related key to said character-generating server by said target server; (i) re-creating said character set from said related key by said target server; and (j) sending said character set along with said related key to said target server.~~

This invention is a method, apparatus, and computer program product for effectively reaching a target audience through the analysis of the data collected from the users of their preferences and interests while they are surfing the web. The current invention can be used to significantly increase the efficiency of Internet banner advertisement.

REMARKS

Reconsideration and allowance of the above identified application is respectfully requested in view of the foregoing amendments and the remarks which follow.

35 U.S.C. 112 Rejections:

Claims 1, 4, 9, 16, 18 and 20 are amended according to the comments from the examiner regarding 35 U.S.C. 112 rejections.

35 U.S.C. 103(a) Rejections:

Claims 1-28 are rejected under 35 U.S.C. 103 (a) as being unpatentable over Ishida (20010032258). .

Ishida relates to a system for Internet connections, a system for providing Internet user information, a method for providing Internet user preference information and a method for distributing digital contents using the Internet, which enable to collect preference information of Internet users when the Internet users are connected to the Internet based on an Internet connection log of each user. Ishida's invention specifically requires the trace and analysis of the IP address of the user logs, which heavily involves in both online and offline storage servers.

The current invention is very much different from the invention disclosed by Ishida. Current invention does not trace or analyze IP address of the user logs at all. What the current invention focuses on is the content part of the pages the users have surfed, rather than the internet IP address. The current invention focuses on the category of the webpage the users have surfed to come up with the user preference, rather than the

IP address. This invention dose not have any long-term data storage process. All the processes are dynamic, depending upon the user internet surfing content experience in each internet log on, rather than historical user experience with the internet as what Ishida discloses with his IP address collection and analysis. This invention also cuts down the analysis time comparing to Ishida invention, because it only needs the analysis of the category of past few surfing sites of the user per online log, rather than like what Ishida suggested to analyze all available past IP address surfed by each user. This invention provides significantly more protection to user's privacy over Ishida's invention, because no permanent storage server will be needed, and no past internet surfing data were saved.

Ishida has three claims covering methods, including claim 13, 14 and 28. Claims of Ishida disclose a method requires Internet service provider system to obtain a Web site access log for a user of the Internet connection service, and the Internet service provider system generates and provides preference information of the user based on this Web site access log. Ishida provides such a two step process in claim 13. The current invention has fundamental difference from what has been disclosed by Ishida's claim 13. The method disclosed by the current invention in claims 1-17 is a multi-step process, rather than the two step process disclosed in Ishida's claim 13. The method disclosed by the current invention does not need the Internet service provider user's web site access log, which is very confidential. What the current invention needed is just the content category the user has accessed after the user logs on the internet. This provides the user with superior privacy protection over Ishida's method.

Claim 28 of Ishida discloses a method for providing information to an Internet user, wherein an Internet service provider determines the signal source geographical

region for a user of its Internet connection service, generate contents related to this signal source geographical region and provides the contents to the users. The current invention is totally different from what has been disclosed by Ishida. The current invention does not require any identification of the source geographical region, and does not collect or disclose such information, either.

Claim 29 of Ishida disclosed an Internet connection program product for issuing a commend to a computer system to establish a dial-up connection with a predetermined Internet connection access point. The computer program product disclosed by the current invention is totally different from what was disclosed by Ishida. Ishida's computer program product is a computer program product to connect a user to the internet. It would be a program that needs to be installed on user's end. The computer program product disclosed by the current invention is for a totally different purpose. It did not connect the user to the Internet. It only collects the webpage category information and assist the web service provider to determine the current, rather than historical, preference of the user. This computer program product would be more likely to be installed on Internet service provider's web server than on user's personal computer. Again, the computer program product disclosed by Ishida involves the storage media, net work, signal source information, and telephone. The current invention does not hav such specifications.

Current invention is different from Dedrick, Epstein, and Gerace for same reason.

Accordingly, I hereby request the examiner to re-consider and withdraw his rejection based on 35 U.S.C. 103(a), based on the foregoing analysis.

CONCLUSION

For the above reasons, the applicant respectfully requests withdrawal of the objections and the 35 U.S.C. §§ 103(a) rejections. Accordingly, it is believed that this application is now in immediate condition for allowance, and such action is kindly requested. If, after a review of this Amendment, issues remain which may be resolved by a telephone interview, the Examiner is cordially invited to call the applicant.

Respectfully submitted,

Yean Yee Wong
374 Deering Lane
Bolingbrook, IL 60440

EQ 139914174 US

EXPRESS MAIL
UNITED STATES POSTAL SERVICE®

Mailing Label
Label 11-B, March 2004

Post Office To Addressee

PRESS HARD. YOU ARE MAKING 3 COPIES.

ORIGIN (POSTAL SERVICE USE ONLY)

PO ZIP Code	Day of Delivery ☐ Next ☐ 2nd ☐ 2nd Del. Day	Postage $
Date Accepted Mo. Day Year	Scheduled Date of Delivery Month Day	Return Receipt Fee $
Time Accepted ☐ AM ☐ PM	Scheduled Time of Delivery ☐ Noon ☐ 3 PM	COD Fee $ / Insurance Fee $
Flat Rate ☐ or Weight lbs. ozs.	Military ☐ 2nd Day ☐ 3rd Day	Total Postage & Fees $
	Int'l Alpha Country Code	Acceptance Emp. Initials

DELIVERY (POSTAL USE ONLY)

Delivery Attempt Mo. Day	Time ☐ AM ☐ PM	Employee Signature
Delivery Attempt Mo. Day	Time ☐ AM ☐ PM	Employee Signature
Delivery Date Mo. Day	Time ☐ AM ☐ PM	Employee Signature

CUSTOMER USE ONLY

PAYMENT BY ACCOUNT
Express Mail Corporate Acct. No.

Federal Agency Acct. No. or Postal Service Acct. No.

☐ **WAIVER OF SIGNATURE** *(Domestic Mail Only)*: Additional merchandise insurance is void if customer requests waiver of signature. I wish delivery to be made without obtaining signature of addressee or addressee's agent (if delivery employee judges that article can be left in secure location) and I authorize that delivery employee's signature constitutes valid proof of delivery.

☐ NO DELIVERY ☐ Weekend ☐ Holiday

Mailer Signature

FROM: (PLEASE PRINT) PHONE (630 771-1617

Yean Wong
374 Deering Lane
Bolingbrook, IL 60440

TO: (PLEASE PRINT) PHONE (

US Dept. of Commerce
Commissioner for Patents
P.O. Box 1450
Alexandria, VA

ZIP + 4 (U.S. ADDRESSES ONLY. DO NOT USE FOR FOREIGN POSTAL CODES.)

2 2 3 1 3 + 1 4 5 0

FOR INTERNATIONAL DESTINATIONS, WRITE COUNTRY NAME BELOW.

FOR PICKUP OR TRACKING
Visit **www.usps.com**
Call 1-800-222-1811

EMS

Organization IC 3600 Bldg./Room KNOX

U. S. DEPARTMENT OF COMMERCE
COMMISSIONER FOR PATENTS
P.O. BOX 1450
ALEXANDRIA, VA 22313-1450
IF UNDELIVERABLE RETURN IN TEN DAYS

OFFICIAL BUSINESS

AN EQUAL OPPORTUNITY EMPLOYER

7590 07/05/2006

Yean Yee Wong
374 Deering Lane
BOLINGBROOK, IL 60440